



A SUPPLEMENT TO

International Commerce



EXPORT TO

SWEDEN

A MARKET FOR U.S. PRODUCTS

A U. S. DEPARTMENT
OF COMMERCE
PUBLICATION

A SUPPLEMENT TO

***International
Commerce***

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1963 TRADE MISSION TO Sweden

A U. S. DEPARTMENT OF COMMERCE PUBLICATION

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Sweden a ready market for U.S. goods, reports newly returned Mission

Export opportunities head list of potentials for U.S. businessmen uncovered by trade development group

BY E. C. HIGBEE

The U.S. Trade Development Mission to Sweden departed from the United States on May 6 equipped with more

Business Proposals from U.S. firms than any other such Mission has taken. The members returned June 7 with nearly twice as many opportunities for exporters as for importers.

All members of the Mission felt that Sweden, with its high living standards and availability of disposable income, should be a ready market for many items of U.S. manufacture.

The 750 U.S. Business Proposals, in 32 commodity groupings, covered virtually all types of items manufactured—or services available—in the United States. By the end of their tour, the Mission had developed 318 specific trade opportunities, as follows: For U.S. exports to Sweden, 140 (44% of total); U.S. imports from Sweden, 76 (24%); licensing/investments, 58 (18%); and information and services, 44 (14%). The total number of opportunities is large for a country the size of Sweden, and the quality and reputation of the firms expressing interest in trade contacts is uniformly high.

The licensing figures indicate a substantial current and potential interest of Swedish firms in entering the U.S. market through licensing their products in the United States and in serving the growing Swedish market by obtaining license rights to manufacture U.S. products in Sweden.

The Mission had a successful stay in Stockholm, and their tour of the country included such important cities as Göteborg, Malmö, Jönköping, Norrköping,

Ätvidaberg, Linköping, and Sundsvall.

The members met not only with top executives in industry, finance, and international commerce, but had interest-

Sweden's industrial economy should spur U.S. machine sales

Buyer will pay more for modern equipment which meets his own requirements, but wants good value for his money

BY RICHARD A. HAWKINS

Sweden's economy is a highly industrialized one, extremely efficient, and guided by some of the best scientists, economists, financiers, and technicians in the world. The labor force is sturdy, intelligent, and cooperative, and despite high employment, work stoppages are very low. Sweden should, therefore be a good market for industrial machinery.

For the same reasons, Sweden is able to manufacture first-grade industrial machines, often equivalent to those it might import. Its small domestic market for this type of equipment, however, presents it with two additional—and often prohibitive—costs: The cost of design, engineering, and tooling; and the expense of enlarging its market into the export area.

To meet its needs for the advanced industrial machinery it requires—Sweden considers only modern machinery to maintain its high standards of production,

and productive conferences with businessmen from large and small companies.

The Mission's visit to Sweden coincided with the Swedish-American Trade Month and received excellent news coverage, including national and international television and radio, plus editorials in the daily newspapers and in business and trade publications. Exhibits of several thousand products in more than 10 cities gave substantial publicity for a wide range of U.S. items.

Harold A. McNitt of the Office of International Regional Economics, Bureau of International Commerce, served as Trade Development Officer for the Mission. Mr. McNitt, with a Ph. D. from the University of Michigan, has studied at the University of Uppsala in Sweden.

quality, and efficiency—and if such machines are not available from indigenous sources, it purchases the machines from outside its own borders.

The Swede endeavors to obtain quality machines that will meet his requirements as completely as possible. Apparently, he will pay more for machinery that most closely meets his specifications, but will not pay for details he believes are loaded to include "gold plating" or "fringe benefits." He sometimes specifies that certain details be omitted and deducted from the price when he knows that these parts can be provided and added in Sweden.

The Swedish buyer is free to purchase from any country he chooses. This freedom includes the right to import machinery which generally duplicates that available locally, although domestic business relations frequently restrict this freedom.

U.S. industrial machinery enjoys an excellent position in Sweden. For example, a small manufacturing plant had a number of American automatic welding machines although competitive automatic welders are manufactured by several local industries. Why? Because the American machine "is the best in the whole world today," plant officials said.

To sell American industrial machinery in this market, however, the supplier must

not only offer first-grade machinery—he must be willing and prepared to service that machinery as he does in the United States. His sales agency should be capable of this servicing, should be trained by the supplier, and visits to machinery installations should be made by the manufacturer's home personnel. These visits are welcomed and they strengthen his sales position.

A medium sized manufacturing plant is presently installing a British machine although several older American machines of similar type were observed in this plant. Why the change to a British machine? The American machine was admitted to be equally good, "perhaps better, in some respects, but we can't get service on them and the replacement parts deliveries are hopeless," was the reply.

This example illustrates that machinery can't be sold to Sweden and then promptly forgotten if the market is to be held. In the home market, a manufacturer can possibly service a customer by stocking parts in his factory and, in case of a breakdown, airfreight the needed parts and have a serviceman on the job within a few hours. To service a similar breakdown in Sweden following that procedure would take days and the costs would be much greater.

Once a machine is exported to Sweden and a reasonable market for that machine appears, Swedish buyers and potential buyers want that machine available to them from Swedish manufacturing sources. This, as they see it, eliminates shipping costs and provides a local source of spare parts and service; it enables the buyer and seller to discuss possible alterations to the specifications of the machine.

Many foreign suppliers to Sweden are meeting this request by licensing the manufacture of their machinery to an established Swedish company, by contracting with a Swedish manufacturing company to have their machinery built there (or, at least, to have component parts built in Sweden), or by setting up or purchasing a Swedish manufacturing facility either outright or on a joint-venture basis.

Mission contacts

It was almost immediately apparent to the 1963 Trade Mission to Sweden that this is an important market and that Swedish industry wants to work more closely with U.S. manufacturers. How this can be accomplished is the question the Swede asks. The progressive U.S. manufacturer, attracted by this market, is faced with almost the same question: How can he enter this market without

gambling large sums and time in exploratory work and selection of a suitable associate.

The Mission interviewed over 300 Swedish firms, many of whom were in the industrial machinery category and many of whom are large, important companies. All approached the Trade Mission for one reason: To ally themselves with a U.S. manufacturer or distributor. Usually they referred to certain U.S. firms who had earlier informed the Department of Commerce that they were interested in dealing with Sweden, how they hoped to do that, and the products or services they wanted to discuss with Swedish businessmen. This data was cataloged and distributed in Sweden prior to the arrival of the Mission.

If the Swedish firm indicated that one or more of the cataloged U.S. interests appeared to be a possible initial contact, he was given the name and address with the recommendation that he write to that firm.

We have learned on this visit that the Swedes are sincere in their efforts to establish relations with U.S. firms whose interests and activities are compatible with theirs. We recommend that U.S. firms analyze these evidences of interest with the full understanding that the referred Swedish firms are exploring every possible means of making what they consider to be a mutually beneficial alliance.

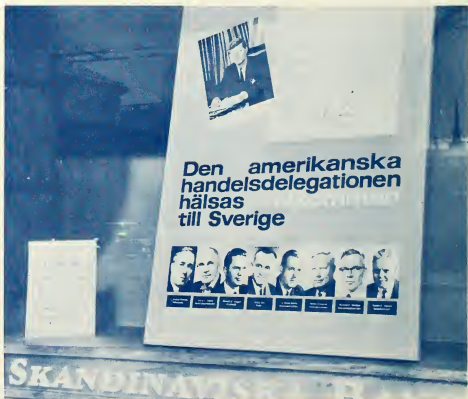
U.S. goods, tastes popular in Sweden

American influence prominent, but selling still is required, especially in fashion goods

BY HOLLIS DAY

The lace blouse and dirndl skirt of the flaxen haired Swedish lass are now as legendary as the grass skirt of Hawaii. On the other hand, American influence is seen throughout this beautiful Nordic land.

The skyscraper center of Stockholm is one of the most Americanized cities in the world. With its gleaming polished slab and glass office buildings, it looks more like New York City than most of our Western cities do. And even in far north Sundsvall, a giant Swedish industrial complex engaged an American architect for their new building.



BANKS BOOST MISSION: 30 exhibits in 8 Swedish cities were displayed, as above, by the Skandinaviska Banken. All other banks also assisted in this manner to spread the story of the Mission.



INDUSTRIALIZED ECONOMY: The U.S. Trade Mission to Sweden found a market exists for advanced industrial machinery. Above—Glass making in Orrefors; below—jet fighter plant SAAB Linköping works produces the double Delta "Dragon."



U.S. bluejeans, hats, shirts, records, music, plays, movies, and television programs have been assimilated by the Swedes. Hamburgers, hot dogs, and ice cream cones are thoroughly entrenched.

This flourishing demand for U.S. consumer goods may be expected to continue to grow and to exceed the \$50-per-capita purchases of U.S. goods by Sweden last year.

To paint a rosy picture without thorns, however, would give a false impression.

Selling still required

Conditions in Sweden can be reported as virtually ideal for the U.S. sales manager who wants to expand his overseas volume; but just as with marketing in the United States, in spite of styling, fabric design, coloring, packaging, and inherent built-in quality, even a super product is inanimate and unable to vocalize about its own qualities—selling is still required!

The opportunities are there for U.S. companies who wish to market in Sweden in the same aggressive and imaginative

manner that has made them successful in the United States.

A reply to the oft repeated statement by Swedish importers, "your prices are too high," is easier for U.S. suppliers in the textile industry than in many other industries where—for example, heavy machinery—items are sometimes fairly well standardized. Housewives, students, or other average shoppers are not confused by price and value. They know that value is satisfaction, and that a few pennies more for the U.S. article which gives them prestige and satisfaction are justified.

Technology is growing rapidly in all European countries and it is becoming increasingly difficult to keep selling new and original engineering skills and fashion and styling techniques which enable us to get the higher prices.

Our chief competitors for Swedish import kroners lie in the fashion centers of Milan and Paris and the textile industry of England. Although our chance for a net export increase immediately is not rosy, it seems inevitable that in the next

few years wage rates and production costs will rise faster in these countries than in our own, and the Swedish consumer will be able to satisfy his almost insatiable demand for U.S. consumer goods at a competitive price.

Market for machine tools in Sweden for U.S. suppliers

Excellent capital goods potential, but buyers want dependability

By MILTON GRANQUIST

President, Milton Granquist Co., Minneapolis, Minn.

Swedes will buy if they can buy right, and they will honor their contracts. We Americans as exporters to Sweden can

sell one of the best capital goods markets in the world and one that is more likely to grow than many others; but we must be competitive and willing to work.

Sweden must import and export. Toward that end she

is constantly endeavoring to lower tariffs. Also, population pressures of Europe may force Swedish growth faster, especially in the northern Provinces, than probably is realized at present.

Think of Sweden in terms of the original colonies in New England. The topography is much the same. Southern New England and the southern part of Sweden have people who are used to working with what they have. New England produced the Connecticut Yankee who could tinker and make mass productions machines; southern Sweden has a similar heritage. From the Middle Provinces north in Sweden are vast stands of timber such as once graced the New England State of Maine and now extend far into Canada. The New Englanders traded and prospered and so will the Swedes trade and prosper.

Sweden is not interested in buying tree products in any form that she can make cheaper and/or better herself, nor iron and steel products such as machine tools that can be produced there or on the Continent. The Swedes are, however,

quite interested in the higher priced U.S. machine tools because of their greater dependability.

Machine tool builders might consider an organization for selling rebuilt machine tools in Sweden. These machines would be sold by regular dealers now selling new machines there; regular selling commissions would be allowed. Also, more sales might be generated for the new models now represented.

The arrangement would be a boon to the U.S. manufacturer, who could take his older machines off the market by trade-ins he could not otherwise offer in the United States. In addition, he could counter the unfavorable results brought about by used-machine dealers who offer inadequately rebuilt machines for sale on the Swedish market.

A more detailed report on this suggestion is being prepared for the National Machine Tool Builders Association.

Licensing

Opportunities are very bright for licensing Swedish firms to manufacture goods being made in the United States. The Swedes are on their feet. They know that they must trade. If any method of manufacture is not economical, they will change to more profitable methods. They will accept our ideas that have gone through the testing, designing, and proving stages and willingly pay for the privilege of manufacturing a U.S. product and selling it in markets other than the United States.

U.S. suppliers are often not aware of their products' potential abroad

Swedish businessman knows wants of consumer, looks to U.S. for innovations in merchandise, design, and packaging

By J. HENRY DOWDY

U.S. manufacturers often do not realize the potential for sale of their products in Sweden—or any country.

The small U.S. manufacturer can find tremendous opportunities to increase his sales volume by exporting. Sweden is a good potential customer.

The Swedish businessman turns to the United States for new items. He wants U.S. products because every day U.S. suppliers are producing new items, designs, and packaging. The Swedes have the purchasing power. The Swedish businessman knows the Swedish consumer and business; he will purchase these new U.S. products.

The United States at present is exporting to Sweden almost twice as much as Sweden is exporting to this country. This near 2-to-1 ratio will be even higher if U.S. suppliers become more aware of the potential market Sweden offers.

Want food items

An astonishing number of Swedish companies asked the Trade Mission for U.S. sources and manufacturers of food products. The Swedes import large amounts of food from all over the world but they do not have as much U.S.-produced food as they want. Food specialties, even lobster, are in demand.

There is a large potential for U.S. consumer goods in Sweden—especially small items such as toiletries, household devices, gadgets for the kitchen, and similar "pick-up" or "impulse" items we sell in the United States.

Swedish companies like to negotiate on a direct contact basis with the U.S. manufacturer. Again and again businessmen reported to the Trade Mission that they cannot understand why U.S. companies are so slow in replying to inquiries and often do not acknowledge them at all.

Swedish companies import thousands of dollars worth of products made in Germany and the United Kingdom. If a problem arises, the Swede, in a few hours by train or plane can be in direct contact with his supplier there. With the distance factor in mind, the U.S. manufacturer must be doubly alert in replying to inquiries if he wishes to export to Sweden.

Consumer spending and leisure time increase in Sweden

This combination, plus basic qualifications of businessmen, should spur U.S. traders

BY BERNARD F. COGGAN

As a businessman, one cannot spend 5 weeks among Swedish banking, industrial, business, and Government lead-

ers without becoming completely enthralled with "what makes Sweden tick."

Sweden's consumer spending has been rising steadily, a trend emanating from the rapid rise in disposable income. This trend is

continuing, and the result is a standard of living quite comparable to that of the United States.

Statistics indicate that Swedish imports from all countries increased about 7% in 1962. The United States has been supplying about 10% of these imports—roughly \$330 million worth a year. The four major categories—about \$160 million worth—are mechanical machinery and appliances, food products, motor vehicles and transport equipment, and electrical equipment and appliances, in that order.

Opportunities varied

Swedish housewives are now enjoying their first supermarkets, a choice of large department stores, new merchandising displays, and other shopping devices designed to delight the female customer. Sweden appears to offer excellent opportunities for U.S. manufacturers of clothing, textiles, and related products. Sport and leisure clothing are in great demand, and the prevailing Swedish high prices on this type of wear should offer an opportunity for U.S. exports. Household appliances, kitchen utensils, and other household devices are sought eagerly by the Swedish housewife. Recreational equipment and hobby and other products for leisure time are finding a growing market in Sweden.

Sweden soon will have a fairly uniform national pattern, by law, of 4-week annual vacations for all employees. Also, the Swedish national retirement program, guaranteeing all persons past 65 subsistence income, tends to enable the Swedes to spend more of their current disposable income. This combination of more leisure time and disposable income is a big factor in the flow of money into vacation trips, recreational devices and programs, summer homes, automobiles.

In the technical fields, perhaps the most obvious need for U.S. exports is in telecommunications equipment, testing and recording instruments, measuring devices, and similar items. Automatic control equipment for industrial processes is also in high demand, as Sweden's growing labor costs are forcing industry to seek automation devices of all kinds.

Automatic measuring devices—such as liquid-flow and thickness indicators (metals, paper, plastic new products)—to control high-speed industrial processes also are needed.

In the musical field there should be a growing demand for electronic organs—very few are on the market, and they are relatively high priced.

There seems to be an insatiable demand for new food products, and all kinds of new, novel packaging devices.

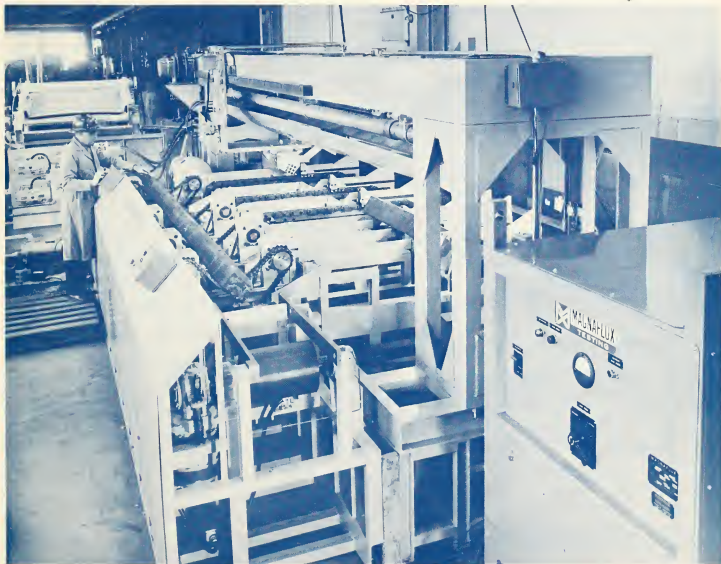
Rewarding experience

From a businessman's standpoint, dealing with the Swedish industrialist, banker, or businessman is a rough, tough, but rewarding experience. The Swedes pride themselves on "thinking out" a business decision; they are methodical and tough traders, but once a bargain is made, their

native integrity makes the agreement a binding one.

All in all, we in the United States can look upon Sweden as a good marketplace, one whose market factors are comparable to our own, a country whose economic structure is faced with some of the same problems that we have, a nation of some 8 million people representing a fairly limited market but nevertheless a country whose trade—import and export—is on a sound basis. We are dealing with a people who are basically honest, thoughtful, methodical, with great pride in their mechanical accomplishments and fundamental neutrality and freedom.

I see no reason why the trade between Sweden and the United States should not be increased substantially. U.S. businessmen should turn their attention toward this marketplace.



SWEDEN BOUND: Built in Chicago, this magnetic particle billet testing machine, made by the Magnaflux Corp., sold to the AB SKF Industries in Hallsfors, typical of sophisticated market there.

Leads for Exporters

200 Food

Sales agent for food products desires to be agent for all types of U.S.-produced food products. Tore Smith & Son AB, Malmö. WTD 3/31/54 I.R. 217.

Importer of food products is very interested in purchasing U.S. food commodities. AB R. Lundberg, Box 104, Malmö 1. WTD 7/29/55 I.R. 230.

Importer of food products wishes to purchase all types of prepared foods, for both supermarket and non-supermarket distribution. T. Winberg AB, P.O. box 3044, Göteborg. WTD 12/5/61 I.R. 216*.

Importer of prepared foods desires to purchase canned foodstuffs, especially fruit. Elov Hansson, P.O. box 183, Göteborg. WTD 4/9/63 I.R. 145.

Wholesaler interested in U.S. food lines. Edstrom Trading Co. AB, Kungälv 33, Stockholm. WTD 6/19/61 I.R. 48.

Agent wishes to represent U.S. companies producing foods and related products for resale. Torkel Gauffin AB, Stockholm 0. I.R. 66.

201 Meat Products

Importer, general agent of food products wants to purchase all types of prepared foods, especially meat products. AB Rune Lundh, Malmö. I.R. 229.

Importer interested in U.S. products in food line—meat and meat products, dairy products and U.S. produced frozen berries of all kinds. AB Meropa, Grev Turegatan 18, Stockholm 0. I.R. 64.

202 Confectionery

Importer of candies, confections anxious to expand in this field. Viktualiekompaniet AB, Stådgatan 53 A, Malmö V. WTD 3/10/54 I.R. 218.

Importer of confections wishes to represent leading candy manufacturer. Senytt, Falhags-gatan 22, Uppsala. I.R. 127.

209 Food Preparations

Importer of food preparations wishes to purchase a complete line of "snack foods," specialties such as lobsters. Soderquist & Albihi AB, Lilla Korsgatan 2, Göteborg C. WTD 5/19/61 I.R. 152.

Importer of prepared foods wants to purchase "Instant Coffee" and repackaging it under own brand name. AB Isakson & Co., Östersund, I.R. 277.

220 Textile Mill Products

Wholesaler in apparel line wishes connections with outstanding U.S. sources for men's knit shirts, sweaters, outerwear, pullovers, cardigans with and without sleeves, also underwear, swimwear. Manhart, Östermalmsgatan 5, Stockholm 0. I.R. 75.

Importer-wholesaler wishes to buy U.S.-made knitwear, woolsens, synthetics, cottons for sale in Sweden. Manufakturholaget Wico, St. Nygatan 31, Stockholm. I.R. 70.

Seeks agency representing U.S. companies wishing to sell textile goods in cotton, nylon tricot, synthetics for ladies underwear, dresses, blouses, skirts, girls' dresses. Also wants plastic laminated jersey and cotton for men's jackets. Marcus & Wadstein AB, Kornhamnstorg 6, Stockholm. I.R. 63.

221 Broad Woven Fabric Mills, Cotton

Importer of sportswear, work clothing wishes to be agent for heavier cotton fabrics suitable for work clothing. Scanconverting Co., Fack, Göteborg 29. I.R. 140.

222 Broad Woven Fabric Mills, Manmade Fiber, Silk

Importing agent of raw textile materials wishes to represent producers of synthetic fibers. Paul Drews & Co., Kanaltorget 1, Göteborg. WTD 6/18/62 I.R. 175.

224 Narrow Fabrics, Other Smallwares Mills: Cotton, Wool, Silk, Man-Made Fiber

Manufacturer of automobile seat belts wants resource for nylon webbing. Stil-Industri, Vargårda. I.R. 131.

Established textile agency wishes to purchase synthetics, nylon blends for lingerie, blouse trade. Peter Sonnlechner & Son, Polhemsgatan 4, Stockholm. I.R. 98.

225 Knitting Mills, Products

Importer of ladies' piece goods seeks to represent producer of laminated knit jerseys. Agenturfirma Sven Modelius, Tursagatan 9, Box 1308, Borås. I.R. 171.

229 Textile Products

Importer of textile goods wishes to purchase new synthetics, other textile innovations. 1) Sobelpals AB; 2) Carlsunds Konf.; 1) Transas, 2) Nassjo. I.R. 256.

Sales agency firm wishes to represent mills specializing in textiles for the home. Ulrik Schramms Agentur, Stortorget 29, Malmö. WTD 6/11/59 I.R. 213.

Reputable textile agency wishes to purchase cottons, woolsens, synthetics, stretch fabrics. Walters Textilagentur AB, Molndalsvägen 32, Göteborg. I.R. 142.

230 Apparel

Buying office for 50 wholesalers wishes to contact sources for ladies hosiery, men's, women's, children's cotton underwear, men's shirts, medium-priced woven & knits, towels, sheets. Textilgrossisternas AB, Kamnaskogsgatan 38, Stockholm. I.R. 74.

Established importer wishes to act as sales agent for cotton underwear, printed, woven sports, working shirts, knitted orlon, synthetic goods. AB Herbert Dieden & Co., Malmö. I.R. 215.

232 Men's, Youths', Boys' Furnishings, Work Clothing

Importer of ready-made clothing, piece, gray goods wishes to purchase low cost work clothing, underwear, outerwear. Ivan Sjöberg & Co., Norrköping. WTD 9/19/61 I.R. 235.

233 Women's, Misses', Juniors' Outerwear

Large Stockholm ladies' ready-to-wear store wishes to import U.S.-made articles; desires connection with reliable New York resident buyer. Fernqvist, Kungälvsgatan 62, Stockholm. I.R. 50.

Wholesaler of women's blouses, dresses, hosiery wishes to represent principal converters, mills of ladies' blouses, dresses. Allan Östebö, N. Gubbergatan 18, Göteborg 0. I.R. 172.

234 Women's, Misses', Children's, Infants' Under Garments

Ladies', children's chain of specialty shops throughout Sweden seeks sources in all lines of merchandise, specifically foundation garments, hosiery, blouses, negligees, night gowns, pajamas, knitwear (not hats, shoes). Bredenberg & Co. AB, Drottninggatan 54, box 40082, Stockholm 40. WTD 6/6/56. I.R. 55.

236 Girls', Children's, Infants' Outerwear

Sales agent seeks contacts with U.S. manufacturers of infants' wear AB Norte-Bolaget, Stockholmsvägen 61 Lidingö. I.R. 76.

238 Apparel, Accessories

Manufacturer of quality raincoats, outerwear, wants to represent men's sportswear line. Harri-mack, Kolumbusgatan 3, Göteborg. I.R. 183.

239 Fabricated Textile Products

International importers of machinery, sweaters, cheese, walkie-talkies wants to purchase leading knit fashions for men, women, children. Frazar International, (Scandinavia), AB, Boforsgatan 3, Farsta. I.R. 119.

Large Swedish wholesaler supplying 10 000 shops wishes to buy bedding, towels. Inköps-centralerna AB ICA, Mäster Samuelsgatan 18, Stockholm. WTD 4/1/63. I.R. 77.

Large textile importer seeks connection with U.S. hosiery mill. AB Loha, Stockholm. I.R. 73.

240 Lumber, Wood Products, Except Furniture

Wholesaler of aged woods seeks hardwoods of all types to be used in furniture. Halland-sasens Tra AB, Östra Karup. I.R. 204.

243 Millwork, Veneer, Plywood, Prefabricated Structural Wood Products

Importer of building materials want to purchase prefabricated houses or modules of the non-wood type, prefabricated wall partitions, floor coverings. Byggnadsspecialiteter, Helsingborg. I.R. 166.

249 Wood Products

Import agent of wood has demand for hard-woods; wishes to purchase. K.E. Florath, Lill-kullegatan 22A, Göteborg S. I.R. 141.

251 Household Furniture

Leading department store seeks New York buying office for bedding, carpeting, furniture, lamps for Sweden's largest department store. Kooperativa Förbundet, Varvavägen 138, Stockholm 15. WTD 5/10/62. I.R. 71.

259 Furniture, Fixtures

Importer wishes to purchase houseware, kitchen gadgets, Legis AB, Box 5127 Göteborg. WTD 4/29/53 I.R. 139.

264 Converted Paper, Paperboard Products

Paper products, especially for office, packaging use. Carl-Gustaf Sletteneng, St. Nygatan 71, Malmö. I.R. 222.

279 Service Industries for Printing Trade

Wholesaler in printing field wishes to purchase supplies, equipment for bookbinders and bookprinters trades. Claes Zethraeus AB, Katrinavägen 22, Stockholm 15. WTD 11/9/54. I.R. 59.

280 Chemicals

Importer of chemicals, non-ferrous metals, nuclear instruments wants to be agent for metal fabricators, raw material producers. AB Chemetall, St Eriksgatan 5, Stockholm. WTD 11/7/60 I.R. 80.

Sales agent, distributor of industrial raw materials wants to purchase basic industrial raw materials for paint, varnish, plastics, paper, pulp, vegetable oils. P. Bredelius AB, Forsta Langgatan 21, Göteborg. WTD 4/14/58 I.R. 170.

281 Industrial Chemicals

Importer most anxious for U.S.-produced laboratory, biological chemicals. Will consider industrial chemicals also. Analys-Kemikalier, Box 12030, Stockholm. WTD 6/6/55. I.R. 61.

Wholesaler of chemicals, machinery wants to supplement line by representing chemical, plastic machinery, paper, pulp machinery. Axel H. Agrens Kemikalie AB, P.O. box 2067, Göteborg. WTD 1/18/63 I.R. 147.

Importer of chemicals, synthetic fibers, plastics, wants to purchase heavy industrial chemicals, minerals, (e.g. potash, asbestos). Elof Hansson, P.O. box 183, Göteborg. WTD 4/9/63 I.R. 122.

Sales subsidiary of outstanding chemical manufacturer wishes to purchase chemical products, especially in relation to paper. Berol Aktiebolag, Göteborg 14. I.R. 132.

283 Drugs

Subsidiary of large corporation interested in purchasing and becoming sales agent for ethical pharmaceutical manufacturer with a research department. A. Johnson & Co. AB, Hans Michelsengatan 2, Malmö. WTD 8/24/60 I.R. 221.

Importer of cosmetics, chemical lines wishes to act as representative of such lines that can be sold to the drug industry on wholesale basis. McKay Møller Co. AB, Baltzarsgatan 6, Malmö C. I.R. 224.

Manufacturer, wholesaler of cosmetics wishes to purchase cosmetics to supplement line. Nils Bergman & Co., Stampgatan 22A, Göteborg. I.R. 209.

284 Soap, Detergents, Cleaning Preparations, Perfumes, Cosmetics

Desires line of cosmetics especially skin lotions, hand lotions not nationally advertised in U.S., as manufacturer wishes to become exclusive wholesaler of these products. Alfört & Cronholm, Salmätargatan 7, Stockholm. WTD 1/7/59. I.R. 5.

Complete line of ladies' hair accessories, cosmetic novelties, i.e., compacts, cosmetic bags, eyelash curlers, tube mascara. Also wants line of ladies' hair coloring preparations for home use rather than professional use. La Roque AB, Kungstensgatan 20, Stockholm. I.R. 1.

286 Gum, Wood Chemicals

Manufacturer of herbicides wishes to purchase herbicides for forestry, farm use. Bonnellyche & Thuro AB, Östergatan 3. Malmö C. WTD 4/2/58 I.R. 225.

289 Chemical Products

Wants to import pharmaceutical, industrial chemicals in bulk form. Pharmokema, Sveavägen 80, Stockholm. I.R. 6.

Manufacturer-importer wishes to import 1) talc for pulp and paper industry, 2) non-ferrous minerals, preferably specialties, 3) chemicals for the construction industry. AB Industrimetoder, Nybrogatan 65, Stockholm O. WTD 9/4/62. I.R. 24.

Manufacturer-importer seeks contacts for raw chemicals for use as additives for lubricants, oils, gasoline; also wishes to import plastic raw materials, agriculture raw materials, waxes, paper chemicals. Scandinavian Raw Materials, Virrebergsvägen 20, Solna. WTD 12/17/62. I.R. 69.

301 Tires, Tubes

Established sales agent for rubber industries wishes to represent manufacturer of any new items used in tire production. Erik Werner AB, Baltzarsgatan 25, Malmö. I.R. 214.

307 Plastics Products

Manufacturer of prepackaging machinery wants to buy film for packaging fresh or red meat. Maskinfirman Lindell AB, S. Langgatan 25, Solna. I.R. 92.

Importer of sawn, planed woodgoods such as timber, boxboards would like to become an agent for plastic goods. Sören Berlin, Kanalorgsgatan 2, Göteborg. I.R. 106.

311 Leather Tanning, Finishing

Leather and hides for use in making gloves, leather garments. Interested also in acting as agent for U.S. leather manufacturers. Harry Hedgren AB, Fack 63, Malmö. I.R. 65.

319 Leather Goods

Importer of leather goods, handbags, novelties, notions. Very eager to purchase same. AB Brema, Sveavägen 13, Stockholm. I.R. 114.

330 Primary Metal Products

Importer, exporter of metals, minerals, ores, chemicals, iron, steel wishes to purchase same. Sedin & Schmidt AB, P.O. box 386, Göteborg. I.R. 160.

Manufacturer, wholesaler of building machinery, metals, glass iron, steel, wishes to purchase glass, metal-building materials. Söderberg & Haak AB, Sundsvall. WTD 8/24/62 I.R. 280.

331 Steel Mill Products

Importer of steel wishes to be agent for non-competing steel, specifically tin plate. Svenska Mannesmann Agenturen AB, Strandvägen 5B, Stockholm O. WTD 2/63 I.R. 104.

339 Primary Metal Industries

Selling, stocking distributors of steels wish to purchase stainless steel tubes, sheets, cadmium alloys; sticks, anodes of nickel in pure state; beryllium, zircon for atomic energy applications, zinc ingots for galvanizing with 98.5 and 99.95 percent content. AB Metallcentralen, Hollandargatan 12, Stockholm C. I.R. 200.

342 Cutlery, Hand Tools, General Hardware

Manufacturer wishes to purchase hand shears, pruners of competitive price. Malte Matson AB, Box 860, Mora. I.R. 97.

Manufacturer seeks do-it-yourself kits made up of garden tools, paint sprayers for home use, paint scrapers for sale to retailers. Alfört & Cronholm, Salmätargatan 7, Stockholm. WTD 1/7/59. I.R. 5.

344 Fabricated Structural Metal Products

Manufacturer of oil drums, container products wants to purchase oil drum container closures from 5-50 gal. size at \$15 to \$20 each. AB Hannells Emballingsfabrik, Örnsköldsvik. I.R. 296.

Manufacturer, importer of grating materials wants to study manufacturing methods, purchase grating material used in floors, steps. AB Eminentverktyg, Torshälla. I.R. 268.

349 Fabricated Metal Products

Desires U.S.-made stainless steel hospital equipment (bed pans, tables, bowls) and all types of stainless steel kitchen equipment. Pharmokema, Sveavägen 80, Stockholm. I.R. 6.

351 Engines, Turbines

Importer wishes to be agent in Sweden for new diesel engine line and in field for laser development. Henry Wallenberg Co. AB, Birger Jarlsgatan 4, Stockholm. WTD 10/4/57. I.R. 38.

Manufacturer of industrial fork lift trucks wants to purchase standard motors for less than \$400 each to use in their trucks; low speed, high torque hydraulic motors of the 0 to 50 hp. and 35 to 70 hp. range. ASEA-Industrial Division (Trucks), Harnösand. WTD 328/63 I.R. 290.*

352 Farm Machinery

Manufacturer of power mowers wishes to purchase power mower bodies and install their motors. Stig Hjeltnquist, Tranås. WTD 5/29/62 I.R. 259.

353 Construction, Mining, Materials Handling Machinery

Manufacturer of building machinery seeks to represent same. Ingenjorsfirma Harwell AB, Baltzarsgatan 29, Malmö. I.R. 199.

Manufacturer of buckets, small passenger boats wishes to represent contractors equipment, especially interested in civil engineering equipment. Ingenjorsfirma Cerapid AB, Hornsgatan 1, Stockholm. WTD 9/28/59 I.R. 89.

Manufacturer interested in purchasing and/or assembling hydraulic material handling equipment. Nymnablagen AB, Uppsala. WTD 1/14/63 I.R. 86.

Wholesaler of heating units for building industry wishes to be agent for earth moving, construction machinery. Industrial Standard AB-Stockholms Sprängnings R. Skerpsbron 34, Stockholm. I.R. 105.

Importer of creosoted wooden poles wants to purchase materials handling equipment. Industri- & Byggnadsaktieföretag Suecia, Fack, Malmö 8. I.R. 197.

Importer of mining, earth moving equipment wants to represent road machines. Tornborg & Lundberg AB, Sundsvall. WTD 4/2/63 I.R. 285.

Interested in acquiring line of asphalt-laying equipment, hydraulic excavators. Nilssons Maskin AB, Helsingegatan 43, Stockholm. WTD 8/10/55. I.R. 22.

Machinery needed for steel manufacture, including big machines, excluding rolls, rolling mills. A. Johnson H.A.B. Stureplan 3, Stockholm 7. WTD 3/30/62. I.R. 23.*

354 Metalworking Machinery

Importer of machine tools seeks agency or representation for U.S.-made lathes, milling machines, drilling machines, boring machines for sale to metalworking industries. Maskin AB Bomeco, Timmermansgatan 38 B, Stockholm. I.R. 26.

Importer-wholesaler seeks machine tools, newer line than used now in Europe—especially for standard machines where SAAB system of numerical control is applicable. G. & L. Beier Import & Export, Lidingö 7. WTD 10/17/62. I.R. 56.

Importer of metal working machinery, tools wishes to purchase same. Douglas Hellstrom, Vedvide. I.R. 165.

355 Special Industry Machinery

Importer of paints, paint processing machines wishes to be agent for raw materials, machinery used in grinding, manufacturing paint, varnish. Firma Viktor Ramell, Kungspassagen B, Göteborg C. I.R. 180.

Importer of special machinery such as industrial sewing, shoe machines wishes to purchase cementing, stitching, cutting, binding machines for shoe manufacturing. AB Rud. Nyström & Co., Lilla Brannerigatan 6, Borås. I.R. 134.

Manufacturer of precision machinery and instruments wishes to purchase same to be adapted by firm to meet specifications of users, of which military is a main buyer. Stalex Forsäljnings AB, Alstromergatan 39, Stockholm 49. I.R. 106.

Manufacturer of saw mill equipment such as chippers, circular headsaws, resaws, edgers, wishes to purchase new designed of same. AB Maskinfabriken i Ornskoldsvik, Ornskoldsvik. I.R. 299.

Manufacturer of fine paper will buy additional paper-making machinery in 1964-65 and wants bids to compare with the United Kingdom and Western Germany. Munkedals AB, Munkedal. NCIA I.R. 136.

Importer of portable hand tools wants to be exclusive distributor for woodworking hand tools, small stationary machines such as circular saws; must meet the Swedish electrical standards. Kungsbeslag AB, Tradgardsgatan 1, Göteborg C. WTD 6/24/58 I.R. 178.

Importer of pulp, paper is interested in importing U.S. paper, pulp making, processing machinery. AB Åkesson & Blomqvist, Packhusgatan 10, Sundsvall. I.R. 288.

Interested in importing machine which collects, hogs, packages forest wood waste for use as commercial boiler fuel. AB Svenska Maskinverken, Kalhäll. WTD 4/5/62. I.R. 7.

Manufacturer interested in importing industrial machinery especially machine tools, textile machinery. Scantool handelsbolag, Stockholmsvägen 30, Lidingö. I.R. 2.

356 General Industrial Machinery

Importer of steel valves, controls wishes to purchase same. Bergsingenjör Inge Erichs AB, Malmö. WTD 8/9/55 I.R. 193.

357 Office, Computing, Accounting Machines

Well-known Swedish firm wishes to import new line of office equipment (not now on Swedish market) for resale to firms throughout Sweden. Lindaco AB, Hovslärgatan 5B, Stockholm C. I.R. 35.

Old established company, now selling in 130 countries and manufacturing in seven, seeks U.S. representatives for their two sales companies Facit, Inc., of New York and San Francisco. Their tape punches should find good market, particularly in processing systems in large corporations. Åtvidabergs Industrier, (Facit, Inc.), Stockholm 7. WTD 4/3/63. I.R. 25.

Manufacturer of office equipment wishes to supplement its line by purchasing data processing machinery, computers, tape recording units, AB Morner & Wallin, Sveavägen 17, Stockholm. WTD 12/4/59 I.R. 124.

358 Service Industry Machines

Wholesaler wishes to establish connections with U.S. manufacturers of vending machines, electro-mechanical game machines (coin-operated), slot machines (no musical machines). AB Spelautomat Etablissement, Visby (Gotland) I.R. 21.

Importer of vending machines, charcoal grills, wishes to purchase newly-styled vending machines, charcoal briquettes. Metro-Skandia AB, box 22, Stockholm 1. I.R. 90.

Retailer of home medical supplies with 54 stores wishes to purchase vending machines of non-food, non-refrigerated type. Nils Adamson AB, Lindhagensgatan 49. WTD 6/13/61 I.R. 79.

Importer wishes to build coin-operating laundry business by opening stores; seeks direct manufacturing connection. Bendix, Josephson & Co. AB, Sveavägen 63, Stockholm. WTD 5/3/60 I.R. 115.

359 Machinery, Except Electrical

Importer wants to be agent for mine hoists, asphalt-aggregate spreaders, concrete laying equipment. P.C. af Buren AB, Rasundavägen 53, Solna. I.R. 281.

361 Electric Transmission, Distribution Equipment

Electronics distributor wants additional electronic components of high quality, non-commercial type, such as small amplifiers for military purposes. Stenhardt AB, Björnsongatan 197, Stockholm. WTD 4/22/63 I.R. 83.

Manufacturer of automatic couplings for railways wants to purchase line of high tension circuit-breakers (3 kv and up), low tension circuit-breakers (up to 3 kv), electronic components, rectifiers, transistors, diodes. Jan Dellner AB, Strandvägen 5 B. WTD 8/2/62 I.R. 82.

363 Household Appliances

Manufacturer of fiber, wire brushes for both home, industrial use wishes to represent firm making floor-sweeping machines. AB M. Larsson, Önsunda. I.R. 194.

364 Electric Lighting, Wiring Equipment

Importer of ship equipment, light alloys wishes to extend electronic product line particularly in the military field such as telecommunications. Birger Hammar & Co. AB, Stockholm O. WTD 2/19/63 I.R. 85.

Manufacturer of electrical terminals wishes to take on additional electrical terminals, connector products either on a license basis or as a direct sales agent. Curt Winemar AB, Stockholm 20 and Kramfors. WTD 11/21/56 I.R. 286.*

367 Electric Components, Accessories

Importer of electronic components for all types wishes to become sales agent for U.S. companies. Gunnar Wiklund AB, Kungsgatan 38, Stockholm. I.R. 84.

Manufacturer of hydraulic type pumps desires electronic components, supplies, solid state devices. AB Zander & Ingeström, Stockholm 12. WTD 6/2/61. I.R. 4.

369 Electrical Machinery

Importer wants to buy fractional horsepower motors, electronic controls for industrial machinery. AB Transfer, Angermannagatan 158, Stockholm-Vällingby. WTD 5/24/60. I.R. 34.

Large import-export house wishes to add new line to their products in electronics equipment of all types, guided missiles, other state of the art products. Salén & Wiander AB, Artillerigatan 24, Stockholm 14. WTD 1/19/62. I.R. 44.

Large research firm interested in obtaining process control equipment such as power station controls, panels using imported instruments. Ingenjörfirma Hugo Tillquist, Södra Langgatan 21, Solna. WTD 3/7/62. I.R. 20.

Manufacturer of road safety signs, signals, manual parking meters desires distribution rights for traffic security devices. Trafik & Vagnmarken AB, Hamngatan 11, Stockholm C. WTD 3/21/61. I.R. 100.

381 Engineering, Scientific, Laboratory, Research Equipment

Large research firm interested in all types of instruments and apparatus for science and industry. Ingenjörfirma Hugo Tillquist, Södra Langgatan 21, Solna. WTD 3/7/62. I.R. 20.

384 Surgical, Medical, Dental Instruments

Large manufacturer-wholesaler desires U.S.-made hospital equipment, including wheel chairs, lifts for helping patients in autos, textile cloth for uniforms, ready-made uniforms, foods, plastic china and kitchen equipment, ready-made bandages, dental and laboratory equipment, X-ray material, packaging equipment, disposable medical syringes. Landstingens Inköpscentral, Solna 1. WTD 1/24/61. I.R. 27.

Retail chain store wants to purchase surgical, medical supplies for home consumption. Nils Adamson AB, Lindhagensgatan 49, Stockholm. WTD 6/3/61. I.R. 78.

Importer of medical supplies wishes to be agent for same. Isosica, Ronneholmsvagen 53, Malmö 14. WTD 10/3/56. I.R. 228.

394 Toys, Amusement, Sporting Goods

Manufacturer, sales agent wishes to purchase camping equipment, sporting goods. Scan Center, Storgatan 20, Tranås. I.R. 250.

396 Costume Jewelry, Costume Novelties, Buttons

Seeks representation for U.S. manufactured men's accessories, especially gift items such as billfolds, wallets, trays, brushes; any items that are related to men's small novelty type gifts. Ovesen & Co. AB, Majorsgatan 10, Stockholm. WTD 5/12/53. I.R. 60.

Men's accessories such as cuff links, tie clasps. U.S.-made. La Roque AB, Kungstensgatan 20, Stockholm. I.R. 1.

399 Manufacturing Industries

Manufacturer of aerosol packaging seeks all forms of raw materials including the component parts for making aerosol packages. Skandinaviska Aerosol AB, Virebergsvägen 19, Solna. WTD 1/23/56. I.R. 68.

Wishes to be direct sales agent for U.S. manufacturers primarily of toys, plastic novelties, toilet cases, toilet articles. Harald Swedberg AB, Döbelnsgatan 16A, Stockholm. NCID, I.R. 30.

Manufacturer, wholesaler interested primarily in specialty building items for resale to local building contractors, paint stores and through architects. Glasbebygg Import AB, Sandhamnsgatan 39, Stockholm No. I.R. 47.

Commercial traders in paper, pulp, chemicals, textiles wishes to purchase paper equipment, do-it-yourself kits, sports goods, electrical devices such as toasters. Firma Elöf Hansson, la Langgatan 19, Göteborg. WTD 4/9/63. I.R. 117.

Importer wants to purchase combs, powder cases, novelties, other toilet articles. Lehmanns Handels AB, N. Smedjegatan 30-32, Stockholm. WTD 6/23/60. I.R. 109.

739 Business Services

Leading advertising agency offers to interview, evaluate prospective sales agents in the fields of textiles, consumer goods. Leijon & Luning AB, Jakobsbergsgata 5, Fack, Stockholm 7. I.R. 121.

Market research firm for consumer goods wishes to do research for companies planning to enter the Swedish market. AB Marfo, Fiskaregatan 8A, Lund. I.R. 205.

Leads for Importers

202 Dairy Products

Manufacturer wishes to find sales agent for its dairy product known as "Whey Spread." Södra Hålsinglands Mejeriöfverning, Bollnas. I.R. 273.

209 Food Preparations

Tinned fish, beer, royal rye crisp bread, hering, tid-bits, shrimp. J. Voldrich & Co. AB, Nobelgatan 21, Göteborg. O. I.R. 143.

Swedish blueberries, lingon berries to west coast. Also Swedish food specialties. AB Meropa, Grev Turegatan 18, Stockholm O. I.R. 64.

223 Women's, Misses', Juniors' Outerwear

Manufacturer-exporter of ladies', junior misses' dresses wishes to sell to U.S. department and specialty stores popular price dresses of Scandinavian design. AB Martinette, Sveavägen 53, Stockholm. I.R. 51.

224 Narrow Fabrics

Textile agent wishes to purchase linings, interlinings, cottons. Berrum and Jorek, Göteborg C. I.R. 184.

Contemporary designed "do-it-yourself" kits for tapestries, rya rugs. Nordiska Industri AB, Kyrkogatan 44, Göteborg. I.R. 118.

227 Floor Covering Mills, Products

Leading producer of nylon, plastic carpets wishes to sell same. The products are used as non-skid corridor carpets for boats and old peoples' homes. AB Herman Gotthardt, Malmö. WTD 4/4/63. I.R. 164.

229 Textile Goods

Manufacturer of linen towels to hang on wall in the home (kitchen, bathrooms, dens). Femenco-Textilagenturer, Box 2010, Norrköping 2. I.R. 237.

Sales agent desired for fancy automotive seat covers, accessories. John C. Torgner, Linköping. WTD 4/5/63. I.R. 238.

231 Men's, Youths', Boys' Suits, Coats, Overcoats

Manufacturer of men's raincoats, blazers wishes to sell same. Harrimack, Kolumbusgatan 3, Göteborg. I.R. 182.

234 Women's, Misses', Juniors' Outerwear

Mail order merchandiser of direct consumer sales of ladies', junior misses' undergarments wishes New York buying office connections. Mademoiselle, c/o Westling, Kungsholmsgatan 64, Stockholm K. I.R. 53.

238 Apparel, Accessories

Manufacturer of unique after-ski fashions in caps, pullovers, matching wool hats, boots seeks specialist as sales agent. Gotlands Ylle AB, Visby. I.R. 120.

Ladies', men's knitted outerwear, ski sweaters, dresses, pullovers, bathing suits. Boras Trikafabrik, Borås. I.R. 154.

242 Sawmills, Planing Mills

High quality paper specialties for decorating; also hard and softboard. Jan Liebig, Ltd., Avenyn 34, Göteborg. I.R. 146.

251 Household Furniture

Manufacturer of unique kitchen cabinet accessory line desires sales agent. Specialty is plastic-covered adjustable wire hanger to fit on doors under kitchen sinks. System Dishman AB, Kullagatan 30, Helsingborg. I.R. 162.

354 Metalworking Machinery

Precision machine tool manufacturer wishes to export to U.S. tool and cutter grinders with accessories, including microscopes for precision manufacturing. Also wide-angle profile projectors. Svenska Akkumulator AB Jungner, Riddargatan 17, Box 14035, Stockholm 14. WTD 8/24/62. I.R. 39.

259 Furniture, Fixtures

Houseware, kitchen gadgets to be sold in food stores, department stores, chair stores. Legis AB, Box 5127, Göteborg. WTD 4/29/53. I.R. 139.

266 Building Paper, Building Board Mills, Products

Exporter wants distributor to handle hardboards, insulating boards. Soren Berlin, Kanalortsgatan 2, Goteborg. I.R. 108.

284 Soap, Detergents, Cleaning Preparations, Perfumes, Cosmetics

Manufacturer of detergent named "Fenom" wishes to employ either wholesaler, distributor or sales agent. Aktiebolaget Fenom, Sergelsgatan 1A, Goteborg. WTD 9/12/58. I.R. 148.

307 Plastics Products

Firm seeks wholesaler for plastic decorative laminates. Skanska Attikfabriken AB, Perstorp. WTD 9/9/60. I.R. 189.

Manufacturer seeks wholesaler for tongued, grooved parquet flooring. No nailing or gluing needed to install. Limhansens Plastindustri AB, Rundelsgatan 14, Malmö. I.R. 192.

314 Footwear, Except Rubber

Firm wishes to distribute orthopedic sandals, constructed of wood with form-fitted wood sole, a leather strap, rubber heel. Landy Trading Co., Kungsgatan 19, Lindsberg. I.R. 176.

Line of wooden shoes, sandals for beach, everyday use. Radings Ortopediska AB, Sodra vagen 10, Goteborg. I.R. 157.

336 Nonferrous Foundries

Bronze bushings, gravity die casting for automobile industry. Johnson Metall, Orebro. I.R. 103.

342 Cutlery, Hand Tools, General Hardware

High grade stainless steel boat fittings, marine hardware. AB Herman Gotthardt, Malmö. WTD 4/4/63. I.R. 164.

Leaf rakes, garden tools. Malte Matson AB, Box 860, Mora. I.R. 97.

Hand saws, saw blades used by loggers, carpenters, hobby-shop owners, nursery men. Hedstroms Skogsverktyg, Nas. I.R. 67.

Company wants representative to sell carpenter tools which include planes, saws, vices, clamps, squares. Jernbolaget Eskilstuna, Eskilstuna. I.R. 94.

Firm wants to export standard type hack-saw blade. Nider Manufacturing Co., S. Hamngatan 45, Goteborg. I.R. 211.

Mechanism for office or household chairs, can be adjusted to different posture positions. AB Blomberg Mekanism, Nassjo. I.R. 244.

349 Fabricated Metal Products

Stainless steel equipment for hospitals, large kitchens, laboratories, factories. Getinge Mek. Verkstads AB, Getinge. WTD 11/28/60. I.R. 206.

Manufacturer wants to sell patented speciality elbow used under wash bowls in both bathroom, laundry fixtures. AB Kerel, Sjobergsvagen 10, Sundsvall. I.R. 294.

351 Engines, Turbines

Manufacturer wants to distribute outboard motor. Nymnanholagen AB, Uppsala. WTD 1/14/63. I.R. 86.

352 Farm Machinery

Exporter wants distributors for agricultural equipment. AB Bolinder-Munktel, Eskilstuna. WTD 1/15/54. I.R. 262.

Manufacturer seeks representative in the mid-west or Chicago area to market fertilizer. Ysta-Maskiner, Ystad. I.R. 188.

362 Electrical Industrial Apparatus

Switchgear, power sockets, circuit breakers, raw materials used in electric contact type equipment. C.E.W.E., Charles Westerberg & Co. AB, Nykoping. I.R. 254.

363 Household Appliances

Reputable manufacturer of camping stoves wishes to market product; Refillable propane gas cylinder used. AB Bahco, Stockholm. WTD 9/26/62. I.R. 304.*

366 Communication Equipment

Exporter wants sales agent to market "contact" inter-communications system fully transistorized with master station and simple plug-in sub-stations. Cost depends on number of channels. Royal Trading Co., Jakobsbergsgatan 5, Stockholm. WTD 9/3/58. I.R. 116.

Manufacturer of electronics and business machines, cable checkers, tape recorders, telephone testing machines wishes to export to U.S. Polyvox AB, Birger Jarls-gatan 121, Stockholm V. I.R. 42*

367 Electric Components, Accessories

Importer, wholesaler of electronic components wants sales agent for same. ELFA Radio & Television AB, Box 3075, Stockholm 3. WTD 7/28/61. I.R. 91.

369 Electrical Machinery

"Squirrel cage" electric motors from 1/4 to 200 hp.; high torque, low speed hydraulic motors from 0 to 30,000 ft. lb. torque and 0 to 100 r.p.m.; 300 watt, portable generator. Hagglund & Soner, Ornskoldsvik. WTD 12/19/62. I.R. 323.*

379 Transportation Equipment

Automotive seat belts of good quality; meets all standard safety regulations. STIL-Industri, Vargarda. I.R. 201.

382 Instruments for Measuring, Controlling, Indicating Physical Characteristics

Manufacturer wishes to market pressure transducer, load cells, other pressure sensing devices. AB Bofors, Bofors. WTD 3/30/62. I.R. 110.

384 Surgical, Medical, Dental Instruments

Manufacturer of hospital equipment seeks agency or wholesaler for hospital beds, food wagons, dental equipment, ready-made bandages. AB Landex, Solna. I.R. 31.

386 Photographic Equipment

Manufacturer-exporter seeks agency for its photo-reproducing machine one-man operated, marketed in Sweden under name of "Solna Vertico." AB Printing Equipment, Hallgatan, Stockholm. WTD 12/2/52. I.R. 29.*

Firm wishes to market new high speed camera—3,000 frames per sec. Stalex Forslajnings AB, Alstromergatan 39, Stockholm 49. I.R. 149.

394 Toys, Amusement, Sporting Goods

Fishing flies. H/B Gronlundens Fiskredskapsfabrik, Box 101, Vilhelmina. I.R. 309.*

Exporter of camping, sporting equipment seeks sales agent for same such as tents, knapsacks. O. Chr. Olsen & Co. AB, Box 143, Goteborg. WTD 10/20/60. I.R. 212.

Manufacturer wants sales agent for croquet sets, wooden wagons. Lovsjo Bruk, P.O. box 1157, Jonkoping. I.R. 303.

Sporting, camping equipment, especially tents, ice hockey, archery equipment. AB Elfof Malmberg, Gavle. WTD 5/23/62. I.R. 308.

395 Pens, Pencils, Office, Artists' Materials

Company manufactures a blue print drawing hanger. Will hold up to 50 drawings at one time. Seeks agency to handle in U.S. Handelsfirman Weco, Stagnellusvagen 34 (Pack), Stockholm 34. I.R. 18.

399 Manufacturing Industries

Company seeks agent for orthopedic shoes, braces, arch supports made of wood. Radings Ortopediska AB, Sodra Vagen 10, Goteborg. I.R. 135.

Handicraft organization seeks sales agents in southwestern U.S. and is interested in direct sales. Hemslojdsforbundet for Sverige, Majorsgatan 12, Stockholm O. I.R. 123.

Gas masks, gas masks filters, welding machines (for wood and plastic); large filters for shelters. Evolving Industri AB, Lysekil. WTD 2/4/58. I.R. 158.

Firm wishes sales agent for self-adjusting back support. Albus-Alvar Barvaus AB, Gettösvagen, Enskede. I.R. 112.

Manufacturer of brushes, such as hand, complexion, hair, clothing, shaving, tooth brushes. Household cleaning brushes wants sales agent. AB M. Larsson, Onslunda. I.R. 226.*

Manufacturer of automobile, passenger hoist parking system seeks sales outlet. Amaco AB-Mauritsen & Co., Murmansgatan 124c, Malmö. I.R. 195.*

Firm wants to market picnic supplies such as sets in canvas cases, regular hard cases. Aktiebolaget Rune Svensson, Skanninge. I.R. 258.

Manufacturer of light aircraft, rocket pods, small boats wants a U.S. sales agency to market newly-developed ocean-going (29' to 35') fiber-glass boats. AB Malmö Flygindustri, Malmö Airport, Malmö. WTD 2/5/58. I.R. 207.

731 Advertising

Advertising, marketing company wishes to sell services as advertising agents, marketing analysis. Ervaco, Sveavagen 90, Stockholm. WTD 8/28/50. I.R. 113.

739 Business Services

Advertising agency offers complete "package" services or part of it to U.S. firms wishing to manufacture or sell their products, comprising of market analysis services, package designing, advertising. Has facilities for contacting Swedish sales agencies for U.S. manufacturers. AB S. Gumaelius Annonsbyrå, Ralambäsvägen 7 (Pack), Stockholm 1. WTD 9/19/61. I.R. 19.

Investment Opportunities

Licenses Offered

The names and addresses of the Swedish firms offering licenses for the U.S. manufacture of the products, and in most cases additional information, may be obtained by interested American manufacturers from the Bureau of International Commerce, Office of International Investment, Department of Commerce, Washington, D.C. 20230, by referring to the appropriate file number following the opportunities described below.

251 Furniture

Manufacturer of a unique mechanism for adjusting posture positions in office or household chairs seeks U.S. licensee. File 1115.

Office furniture manufacturer offers license for the U.S. production of its furniture of wood and plastics which is held together by a special system of metal frames. The metal frames may be used for a complete line of furniture, shelving, cabinets and tables on a production basis. File 1116.

259 Venetian blinds

Offers license for U.S. manufacture of a cordless-type venetian blind. File 1117.

264 Disposable diapers

Licensee sought for the production of disposable diapers by manufacturing firm which reports that it has 60% of all diaper sales in Sweden, retailing through food supermarkets. File 1118.

285 Paint, floor sealer

License offered for the manufacture of special, durable marking paint for highways. The product is a flexible nonslippery resinous compound which can be laid on asphalt, reinforced concrete and similar materials. It normally sets within 90 seconds at a temperature of about 77°F., can be applied at temperatures above 44°F., and does not smudge or smear. The material is highly reflective and makes lines stand out clearly night and day whether the road is wet or dry. File 1119.

Manufacturer of sealing and finishing compound for wood and linoleum floors seeks U.S. licensee. This plastic sealer is safe underfoot and eliminates wear and tear for at least 6 months in commercial applications and in many cases for over a year. Longer product life can be expected in a home. After being treated by the sealer, floors are impervious to dirt and stains, and may be cleaned by wiping with a damp cloth. The sealer also may be used on window sills, tables, panelling and most other surfaces where a tough and attractive finish is desired. File 1120.

307 Glass fiber tubes

License offered for the U.S. manufacture of glass fiber spars for sailboats and other purposes where anticorrosion and high load-carrying features are needed. File 1121.

327 Railroad ties

Manufacturer of concrete cross ties and rail fastenings wants U.S. license to manufacture a prestressed concrete railroad tie with intermediate steel tube and rail fastener. The ties have been tested and reported on favorably by the Portland Cement Assn. File 1122.

332 Roof drain

License for the production of a gray cast-iron roof drain is offered U.S. manufacturers. Drain is now being manufactured in Norway, Denmark and Finland, as well as Sweden. File 1123.

342 Hand wrench

Licensee sought for the production of a forged hand wrench that is reported to be faster than conventional wrenches. Licensee must have a sales organization. File 1124.

343 Camping stoves

License offered for the U.S. manufacture of a camping stove which uses propane gas and has a refillable gas cylinder. File 1125.

344 Metal grating

Manufacturer of grating material such as is used in boardwalks, steps and staircases seeks a U.S. licensee. File 1126.

349 Valves

Manufacturer of a complete range of gate, swing check and globe valves and expansion joints, especially for the oil industry, offers its products for manufacture in the U.S. under license. U.S. patents have been issued. File 1059.

351 Outboard motor

Offers license for U.S. production of outboard motor. File 1127.

353 Materials-handling equipment

License offered for the production of a basket for handling bricks and other materials with overhead cranes. The basket can carry a load of 1,800 lb. and features an automatic unloading mechanism. File 1128.

Manufacturer of accessories for use on medium-duty industrial tractors seeks American licensee. The accessories are for specialized applications in lumber and mining industries. File 1129.

U.S. licensee sought for the production of a materials and passenger hoist for use at construction sites and movable parking plates designed to increase the capacity of parking garages.

The building hoist offers the advantages of large capacity, reliability, safety and reduced erection time. Consisting of two cages, it operates on the counterweight principle—one cage ascending while the other descends. This allows for loading and unloading at the same time and results in smoother work, reduced waiting time and higher capacity.

Several special features are available in the twin hoist. One of these is a landing variator which permits alternate running of the cages to two different landings with a maximum height difference of about 10 feet. The variator is particularly useful in hoists equipped with a concrete bucket in lieu of one of the cages. With this arrangement, the remaining cage can be used for hoisting materials to the same landing to which concrete is being lifted.

Purpose of the garage plates is to utilize the wide driving lanes which exist in parking garages. The plates may be arranged to accommodate one to four automobiles which can be moved back and forth manually or by a motor in the driving lane to allow other cars to enter or leave the regular parking spaces. File 1130.

355 Special industrial machinery

Seeks U.S. licensee to manufacture concrete mixer of a newly developed design available in several different sizes. This turbotype pan mixer is capable of mixing 49 batches in an hour. File 1131.

License offered for the U.S. production of high-frequency laminating machine for joining plastic and wood. File 1132.

371 Mine shuttle trucks

Manufacturer of diesel-powered mine shuttle trucks for iron ore mines wants to grant license to U.S. manufacturer for production of its trucks. File 1133.

382 Measuring equipment

Licensee sought for the production of a parking meter that accounts for 80% of the Swedish market and is exported to Finland, Iceland and Kenya, and has been authorized for a trial installation in New York City. File 1134.

U.S. licensee sought to produce an electric carbon-monoxide detector and indicator for use in coal mines, foundries and public garages or wherever gas is a problem. File 1135.

383 Gunsight

License offered for the manufacture of gunsights which sell for about \$15 in Sweden. File 1136.

394 Toys

Manufacturer of a battery-operated toy hockey and soccer game made of plastic seeks licensee. File 1137.

Licenses Wanted

204 Food products

Manufacturer of wheat and rice flour, cake mixes and corn flakes seeks license to make ready-mix foods, such as cake mixes, breakfast foods and similar products. AB Saltsjöqvarn, Stockholm 4.

264 Cups

Paper products manufacturer seeks license to make cups of paper, Styrofoam and other materials except glass. Esselte PAC, Norrköping.

284 Home permanent

Cosmetics manufacturer seeks license to manufacture ladies' home permanent and other cosmetics. Nils Bergman & Co., Stampgatan 22a, Göteborg.

336 Nonferrous foundries

License sought for the production of bronze bushings and aluminum, gravity-die-casting products. Johnson Metall, Örebro.

346 Oil drum closures

Manufacturer of oil drums wants to make oil drum closures under license. AB Hannels Emballagefabrik, Ornskoldsvik.

353 Material-handling equipment

License sought for the production of mine hoists, asphalt-aggregate spreader, concrete laying equipment and related machinery. P.C. af Buren AB, Rasundavägen, 53, Solna.

Manufacturer of railway rolling stock and earth moving equipment seeks license to make transportation equipment and conveyors for handling logs. AB Svenska Järnverkstadsarna, Linköping.

355 Special industry machinery

License sought for the production of machinery in the following fields: Paint, paper, rubber, pharmaceuticals and base chemicals. AB Trebec, Regeringsgatan 56, Stockholm.

Manufacturer of chippers, circular head saws, resaws and edgers seeks license to produce new types of woodworking machinery. AB Maskinfabriken i Ornskoldsvik, Ornskoldsvik.

License sought for the manufacture of packaging equipment for fresh food such as fruits and processed meat to be placed in trays for supermarkets. Maskinfirmen Lindell AB, S. Langgatan, 25, Solna.

363 Household appliances

License sought for the production of household appliances and other electrical products. Aktiebolaget Frili, Industrivägen 6, Solna.

364 Lighting fixtures

Manufacturer of bulb and tube-type lighting fixtures seeks license to make newly designed U.S. fixtures. Taiba AB, Ornskoldsvik.

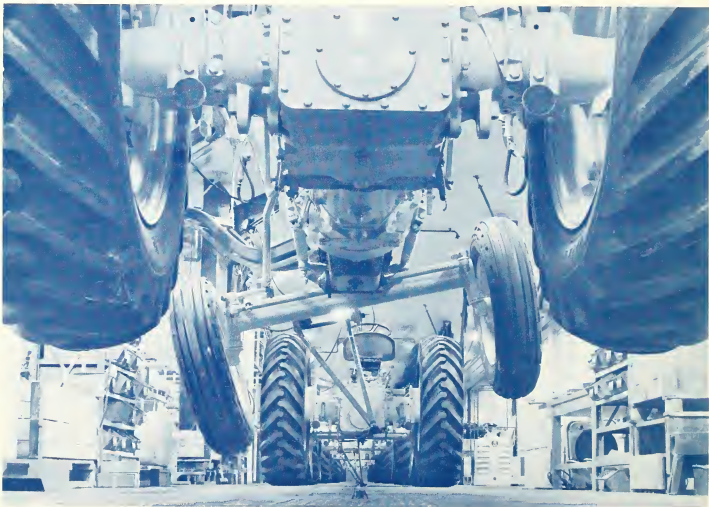
371 Dump trucks

Heavy-duty transport equipment manufacturer seeks license to produce heavy-duty single-axle dump trucks. Eksjöverken AB, Box 96, Eksjö.

Varied products

License sought for the manufacture of refrigeration, heating, welding and compressor controls, together with related hardware items. Kontroll-Automatik, Mjölby.

Precision machine shop seeks license to manufacture precision pumps and small machine tools. AB Svenska Precision-verktyg, Nacka.



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